

The Exchangeite



OFFICERS 1925-1926

National President
 THOMAS L. BAILEY, Meridian, Miss.
 Rosenbaum Bldg.

First Vice-President
 FLOYD C. MILLER, Kalamazoo, Mich.
 108 W. Main St.

Second Vice-President
 JOHN A. DERTHICK, New York, N. Y.
 439 Lafayette St.

Third Vice-President
 M. L. MASSINGILL, Fort Worth, Texas.
 801 First National Bank Bldg.

Treasurer
 ROBERT F. NITSCHKE, Terre Haute, Ind.
 First National Bank

Secretary
 HEROLD M. HARTER, Toledo, Ohio
 529 Ohio Bldg.

Marshal
 CLINTON G. NICHOLS, Hartford, Conn.
 P. O. Box 896

Sentry
 FRANK M. FLORY, Minneapolis, Minn.
 McKnight Bldg.

Immediate Past President
 DR. GEORGE C. SABICHI, Bakersfield, Calif.
 Bank of Italy Bldg.

Board Members
 DR. A. A. JENKINS, Cleveland, Ohio.
 7016 Euclid Ave.

J. K. DORN, Miami, Fla.
 206 Halycon Arcade

DR. W. D. HAGGARD, Nashville, Tenn.
 Doctors Bldg.

W. J. MCKONE, Jackson, Mich.
 Sixth Floor, Central State Bank Bldg.

JOSEPH B. SIEBER, Akron, Ohio.
 Second National Bldg.

GEORGE S. GREENE, Los Angeles, Calif.
 First National Bank

COL. HENRY L. BUTLER, Newark, N. J.
 671 Broad St.

C. A. SAUNDERS, Sault Ste. Marie, Mich.
 Ingelwood Apts.

PAST NATIONAL PRESIDENTS

CHAS. A. BERKEY, Detroit, Mich.
 1424 Woodward Ave.

C. D. SHARROW, Grand Rapids, Mich.
 Grand Rapids Savings Bank Bldg.

DR. C. M. HARPSTER, Toledo, Ohio
 301 Wedgewood Bldg.

HORATIO S. Earle, Detroit, Mich.
 1409 Ford Bldg.

L. C. HARRIS, Grand Rapids, Mich.
 111 So. Division Ave.

R. L. LANGE, Birmingham, Ala.
 First Nat'l. Bank Bldg.

G. K. JEFFRIES, Indianapolis, Ind.
 209 Traction Terminal Bldg.

JURISPRUDENCE AND LAWS COMMITTEE

RAY L. LANGE, Chairman, Birmingham, Ala.

BERT BEASLEY, Terre Haute, Ind.

LEWIS H. SMITH, Fresno, Calif.

NATIONAL COMMITTEE ON EDUCATION

J. B. MERRELL, Chairman, Toledo, Ohio.

E. J. EMMONS, Bakersfield, Calif.

CHAS. S. PENDLETON, Nashville, Tenn.

ANDREW G. GAINES, Jackson, Miss.

HENRY M. RYNEHART, Bedford, Brooklyn, N. Y.

NATIONAL EXTENSION COMMITTEE

HEROLD M. HARTER, Executive Secretary
 Suite 529 Ohio Building, Toledo, Ohio

LAMAR FIELD, Chairman, Anniston, Ala.

JOS. R. DENNISTON, Monroe, Mich.

DR. SAM R. DOWNING, Oakland, Calif.

HURD J. MILLER, Ft. Smith, Ark.

THE EXCHANGITE

OFFICIAL PUBLICATION OF

The National Exchange Club

HEADQUARTERS

SUITE 529 OHIO BUILDING, TOLEDO, OHIO

HEROLD M. HARTER, NATIONAL SECRETARY

Vol. 5

MARCH, 1926

No. 3

TABLE of CONTENTS

State Officers	2
Good News—By National President Thomas L. Bailey	3
The Spirit of Freedom—By Colonel Carmi A. Thompson	4
Florida and Taxation	6
Exchange in Business—By John Lee Mahin	7
Exchange and Alabama College—Photos	8
Exchange and a State College for Women —By O. C. Carmichael	9
Meet Exchangite Louis Oneal of California	11
Industry and the University	12
The Marine Band at Davenport	13
It Won a Prize	14
Exchange Will Go To Atlantic City in September	15
This Year It's Atlantic City—Photos	16-17
Exchange in Memphis—By Roy D. Moore	18
"It Can Be Done"—By C. D. LeMaster	19
Editorials	20
Educating the New Member—By John B. Merrell	22
Lansing Club Rich in Accomplishments —By J. W. Hannen	23
Considerations by the Way—By Geo. Austin Anderson	24
The Pest	25
In Remembrance of Lincoln	26
Famous Publisher Praises Work of Exchange Club	27
Jersey City Orphans See Jackie Coogan	27
Club Honor Roll	28
Individual Honor Roll	29
From the "Horn Tooters"	30
A Loyal Exchangite	32

Publication Office, Toledo, Ohio

Subscription price two dollars per year, payable quarterly
 Issued monthly by The National Exchange Club

Suite: 529 Ohio Building, Toledo, Ohio

Entered as Second-Class Mail, Toledo, Ohio

STATE EXTENSION CHAIRMEN

ALABAMA
 PROF. ALLEN G. LOEHR, Birmingham, 1329 S. 17th Ave.

ARKANSAS
 HURD J. MILLER, Fort Smith, P. O. Box 325.

CALIFORNIA
 LOUIS ONEAL, San Jose, 1st National Bank Bldg.

COLORADO
 MILNOR E. GLEAVES, Denver, E. & C. Bldg.

CONNECTICUT
 EDWARD H. CHRIST, New Britain, 56 Murray St.

DELAWARE
 CHAS. B. PALMER, Wilmington, 1166 Du Pont Bldg.

DISTRICT OF COLUMBIA
 ADLAI M. MANN, Washington, 919 15th St.

FLORIDA
 PERCY V. WRIGHT, Miami, P. O. Box 1191.

GEORGIA
 JOHN GILMORE, Atlanta, 211 Candler Bldg.

IDAHO
 RAY H. TRASK, Boise, 112 North 12th St.

ILLINOIS
 C. C. MERILLAT, Monmouth, 111 North 9th St.

INDIANA
 Z. T. DUNGAN, Indianapolis, Room 217 State House.

IOWA
 B. C. MUELLER, Davenport, Mueller Lumber Co.

KANSAS
 FRANK G. PRATT, Wichita, 124 North Market St.

KENTUCKY
 HERBERT F. BOEHL, Louisville, 1402 Inter-Southern Bldg.

LOUISIANA
 C. A. KENT, Sr., Kentwood

MAINE
 AUGUSTUS S. WRIGHT, Portland, 270 Brighton Ave.

MARYLAND
 W. STRAN McCURLEY, Baltimore, 403-5 American Bldg.

MASSACHUSETTS
 WALLACE E. DIBBLE, Springfield, 21 Besse Place.

MICHIGAN
 DR. L. J. HARRIS, Jackson, Dwight Building

MINNESOTA
 DABNEY G. MILLER, St. Paul, 310 Minnesota St.

MISSISSIPPI
 JOS. E. GIBSON, McComb, 129 Third St.

MISSOURI
 CABELL GRAY, St. Louis, Pierce Bldg.

MONTANA
 D. A. McALPINE, Butte, % Nash Butte Motor Co.

NEVADA
 H. CHAS. RAWLINGS, Reno, Washoe County Bank Bldg.

NEW HAMPSHIRE
 SIDNEY L. DAVIS, Keene, 81 Park Ave.

NEW JERSEY
 FRANK MEERES, Jersey City, Tube Concourse Bldg.

NEW YORK
 DR. J. B. CONGDON, Albany, 140 Washington Ave.

NORTH CAROLINA
 J. G. McCORMICK, Wilmington, P. O. Box 811

NORTH DAKOTA
 H. P. BERTELSON, Fargo, N. W. Bell Tel. Co.

OHIO
 PAUL M. HERBERT, Columbus, 901 Huntington Bank Bldg.

OREGON
 REV. JOHN H. SECOR, Pendleton, 608 Johnston St.

PENNSYLVANIA
 H. O. DODGE, Harrisburg, Telegraph Bldg.

RHODE ISLAND
 GEO. W. WATSON, Providence, 242 Cypress St.

SOUTH CAROLINA
 REV. GEO. A. NICKLES, Charleston, 275 Meeting St.

SOUTH DAKOTA
 J. D. DUX, Sioux Falls, 204 West 9th St.

TENNESSEE
 ALFRED T. LEVINE, Nashville, 4th & 1st Nat'l. Bk. Bldg.

TEXAS
 JOHN H. AWTRY, Dallas, 1007 Republic Bank Bldg.

UTAH
 WILLIARD RICHARDS, Salt Lake City, 163 Motor Ave.

VERMONT
 ESME A. C. SMITH, Rutland, 63 Church St.

VIRGINIA
 WARNER PEIRCE, Richmond, Thalhimer Bros.

WASHINGTON
 WEBSTER R. HARRISON, Seattle, 215 Maritime Bldg.

WEST VIRGINIA
 S. G. RISEN, Huntington, 639 Fifth Ave.

WISCONSIN
 E. R. BENSON, Milwaukee, 400 Farwell Ave.



STATE OFFICERS

ALABAMA
President, JUDGE HUGH A. LOCKE, Birmingham
Secretary-Treas. CHAS. M. FITTS, Tuscaloosa
 Next Convention, June, Sylacauga

CALIFORNIA
President, LOUIS ONEAL, San Jose
Secretary, JAMES H. JONES, Santa Cruz
 Next Convention, June 3-6, Del Monte, Monterey

CONNECTICUT
President, MAURICE PERRY, Bridgeport
Secretary, FRED A. HUNT, Meriden
 Next Convention, June, Bridgeport

FLORIDA
President, LEO F. JOHNSON, Tampa
Secretary, PERCY V. WRIGHT, Miami
 Next Convention, April 8, Orlando

INDIANA
President, WILLIAM B. HICE, Terre Haute
Secretary, A. W. SUTTON, Terre Haute
 Next Convention, June 21-22, Terre Haute

KENTUCKY
President, DELMAR J. RAMERS, Louisville
Secretary, CHAS. E. SANDLIN, Louisville

MASSACHUSETTS
President, WALLACE E. DIBBLE, Springfield
Secretary-Treas., ALFRED WIGGLESWORTH, Holyoke

MICHIGAN
President W. J. FITZGERALD, Monroe
Secretary, A. E. DAVIDSON, Grand Rapids
 Next Convention, June, Bay City

MISSISSIPPI
President, W. A. DEALE, Jackson
Secretary-Treas., Tom Hand, Jackson
 Next Convention, May, McComb

NEW YORK
President, MORSE AMES, Cortland
Secretary, LELAND D. McCORMAC, Albany
 Next Convention, June 28-29, Poughkeepsie

NEW JERSEY
President, COL. HENRY L. BUTLER, Newark
Secretary, THOS. WILLIAMS, Elizabeth
 Next Convention, Camden

OHIO
President, F. W. NYE, Toledo
Secretary, P. R. HUGHES, Toledo
 Next Convention, June 20-21, Columbus

TENNESSEE
President, THOS. G. STREET, Chattanooga
Secretary-Treas., J. T. GRANT, Chattanooga

GOOD NEWS

By NATIONAL PRESIDENT THOMAS L. BAILEY

IT IS GRATIFYING indeed to see the Club and Individual Honor Roll growing with each number of THE EXCHANGITE. Is it hoping for too much to express the wish that every Exchange Club now in existence will have a place on this list of honor before our next National convention? I am sure that there is within the radius of every Exchange Club in America at least one town or city which affords an opportunity for the establishment of a Club and in which there is need for a Club.

The spirit of Exchange is the spirit of the Missionary. But for this spirit in the world, we should never have attained the high plane of life on which we now live. It is this spirit that has blazed the new trail and subjugated unknown fields in science, commerce and politics. It is this spirit that has established in the hearts and in the lives of the people of the world certain concepts of relationship which are universal in their acceptance. Had the great leaders in the different relationships of life been content to limit their investigations and their convictions, the world should not have had the benefit of their explorations.

It is so with our Exchange Clubs. We can, of course, enjoy the associations and the benefits which come to our particular Club members and our particular communities, but the field of Exchange is larger. We owe it to our adjacent communities to give to them this agency which is of so much benefit to us. Exchange is the leaven which will lift communities to a higher appreciation of themselves. It is hardly necessary to argue to a citizen of this age the law of responsibility. We are not citizens of our community alone, but citizens of the age in which we live and we owe it to ourselves and it is a solemn duty of citizenship to extend our influence as far as we can.

I, therefore, appeal to the Clubs of the United States to extend the community-energizing spirit of Exchange to other communities. Let us be givers as well as beneficiaries of the good fruits of Exchange. This can be done by every Club catching step with the great forward movement of Exchange and bringing another community into the Exchange fold.

THE SPIRIT of FREEDOM

An Address Delivered by

COLONEL CARMÍ A. THOMPSON
of Cleveland, Ohio

*Commander-in-Chief of the Spanish American
War Veterans at Havana, Cuba, on February
15th in Commemoration of the 28th Anniversary
of the Sinking of the Maine*

SINCE the dawn of civilization mankind has revered the memory of those who die for humanity's sake. Today

we are gathered in the shadow of a beautiful and appropriate memorial erected by the grateful people of Cuba as a tribute to those of a sister republic who rendered sacrificial service for the cause of Cuban freedom. We come here to record their names in lasting bronze; to offer our tributes to their memory and to pledge anew our allegiance to the cause of Liberty and Freedom for which they made the supreme sacrifice.

Bravery alone does not make a hero. There must also be a cause and in that cause must lie the freedom and progress of mankind. The cause for which these men gave their lives is known to all the world. Volumes have been written about the long, heroic struggle of Cuba for liberty, and the memorable event which is foremost in our thoughts on this occasion. The blast which here lighted the sky 28 years ago tonight heralded the arrival of a new freedom. This monument is a proclamation in reverence and in honor of the men who in the spirit of freedom gave up their lives.

And how well for us, lest we might become forgetful, to review that spirit. Where was it born and how was it fed in its youthful developments? It was twin with man's first thought; the first leap of his mind; the first starlike gleam of his intelligence. In the middle ages it was a dwarf and was choked into servitude by privileged ruffianism. Its reared head was a mark for the cross bow and the sling. If it complained it was tortured by the branding iron and by slow fires worse than death. Finally it broke its bonds and migrated to America. In the woods of the new country this spirit was hidden from the spies of old world courts, and no longer crouching beneath insults imposed by a master, it stood erect, a man full grown. The years passed, and a king sought to curb this new spirit and with surprising dignity the rusty chain of purple

authority was broken and cast aside. War, heroism, blood; and the American nation arose. Its motto was that every man

should stand upon the merit of his own individuality. Its virtue lay not in tradition but in achievement. And down through the years achievement has been the star that guided us onward. In more than one country, of late, we have been misinterpreted. We have been charged with a feverish and selfish commercialism. In public assemblies and in newspapers it has been brought against us that we have no idealism; that with us all merit is measured in terms of the dollar. Nothing could be farther from the truth. Even slander ought to hang its head in shame, for when America's spirit is aroused, there is no individual dollar. All belongs to the soul of patriotism. Then we all of us aspire in spirit to be as the heroes in memory of whom we are assembled here today.

No, we are not mere worshippers of money. We know that money has never been the basis of true progress. We know that money is an agent, not a creator, and that a mountain of gold could not match in civilized utility with a discovery of science. We know that behind all discovery, all advancement, there is sentiment, the idealism of noble endeavor.

Nations, as individuals, are governed by motives, and the motives of a nation fix its place in the history of human development. Carthage, the home of mighty power, would not compare ill in size and tremendous architecture with some of the world's great capitals today. Many of its merchants were richer than kings, for in every harbor known to man, their ships laden with the luxuries of life, lay at anchor. But time and violence obliterated this super-magnificence of wealth, and not a vestige of it remains today. From the ashes of its temples not a thought, not a sentiment arose to wing its way down through the ages. Among those money-harvesters there was no spirit of patriotism such as in deep reverence

we here contemplate. There was no sentiment to create a flag, a banner of the soul of freedom such as we bow to here today, such as you and we revere.

Ancient Athens was a mere town if only wealth and numbers count, for Athens at its height held not more than thirty thousand souls. But they were souls indeed, the souls of thought, of sentiment. This town did not assume as its province to explore the world of trade, to dominate it with the loading and unloading of ships, but to explore the mind of man, the real world, and to enlarge its domain. Art, literature, philosophy were born, all arising to glorify the earth and to hold in reverence the life and the example of the hero, the man whose highest aim was to serve his country. But this town in its turn sank beneath the mighty conquest of Roman swords. The yoke of slavery was put upon its philosophers, and its poets were led captives to the City of the Seven Hills. But the slave turned to and with his learning conquered his master and kindled within him a desire to study the sentences of Demosthenes, and made Cicero himself to feel that in comparison his own oratory was but little above barbaric dialect. The ages passed and the world fell into darkest night, but through the darkness the glow of Athenian culture foretold the sunrise of another dawn. Carthage was materialism; Athens was idealism.

A monarchy ends with its frontier, but a true democracy expands far beyond its boundaries, to humanize the world. A true democracy means not only political liberty but the emancipation of the mind. Such was the conception of Jefferson, such was the achievement of Lincoln. This could not always be brought about by the argumentative methods of conference. Reason oft grew pale looking upon the defeat of logic and justice, and red-handed war was forced to fix his bayonet. Thus it was with the chaos known as the World War. It was not alone the budding democracy of Europe that was attacked; there was the insulting menace to the full-flowered democracy of America. Ours was the spirit of George Washington arising to protect its honor and its home. There was not in the great republic a single national thought leading toward

territorial acquisition, nor could all of the gold in Europe have tempted us into the upheaving conflict. It was as pure a love of the spirit of democracy as ever illumined the pages of history. It was the truest of patriotism.

A true democracy is an idealized republic, and its greatest motive power is not money but the kinship of expanding liberty. Hoarded gold is not counted in the glow of the fireside, but in the gloom of the closet, nor could the wealth of the world create a home or a patriot. The flower of patriotism germinates in the warmth of the hearthstone. This was not only true in antiquity but is true today. It is not only true of the United States but is true of Cuba. And it is doubly true of the man who with his rifle and his ax invaded the depths of the American forest. Patriotism was in the stroke of his ax as he felled the tree. To make a conquest of his fellowman was not in his soul and could not take root in his virgin soil. It was wild but it was the soil of freedom; unlettered, but the soil of future learning, the school, the university where thought was to bring forth the science-miracle of the modern world. Out of this soil, this democratic loam, came many of the great inventions that have revolutionized the world. Distance is annihilated; midnight blazes with the glare of noon, and the currents of the upper air are turned into pathways safely to be traveled. But above all it was the hallowed birthplace of heroes such as we honor here today, men willing to lay down their lives for the cause of Freedom. Treachery sent them to eternity but glory shrouded them and laid them to rest. Privilege is not given the eye of mortal man to see beyond the vale of this existence, but faith tears aside the curtain of separation, and we feel and know that somewhere in the great beyond the souls of these departed are exalted through their supreme sacrifice for humanity and liberty.

Humanity can never pay its debt to such heroes. Sacrifice has ever been the price of Liberty, but Liberty dearly bought is fondly cherished. The spirit of these men was not local. Their influence embraced the furthest frontiers of life. Such is the spirit that was nurtured in a backwoods home, a rude log house built by neighborhood labor, one man

giving free help to his brother, not brother in the blood of birth, but in the most noble of kinship, the kinship of Freedom.

The youngest daughter of that spirit is Cuba, beautiful, dark eyed and romantic. Her struggle for freedom will forever be an inspiration to all liberty-loving people. The world's pity for Cuba in the unequal contest was changed to admiration as her little army of patriots inspired by the soul of Marti, and led by Gomez, the great General, and Maceo, the brilliant and fearless leader, won victory after victory over the trained armies of the Old Empire.

Cuban heroism and the spirit of the United States made Cuba free and the friendship between these sister republics has been consecrated by the mingled blood of their heroes. This monument which so graciously typifies this friendship will always be a reminder that the spirit of these departed calls to us for allegiance to the cause of Liberty and Freedom. Let him who treads this hallowed ground heed

the call of Freedom the whole world round.

The noblest sacrifice is the sacrifice laid upon the altar of liberty. A wreath of roses fades; a tower of brass may crumble; but a garland of sentiment lives forever. The gentle hand of heroism wipes away all jealousies; it harmonizes antagonistic souls and blends in melodious chorus the hearts of men. In liberty there is no death. Who dies for Freedom lives throughout eternity.

And now, on behalf of the United Spanish War Veterans, an organization composed of those who served honestly and faithfully in the naval and military establishments of the United States during the Spanish-American War, and as its Commander-in-Chief, I have the honor to dedicate this tablet to the memory of those whose names are inscribed thereon, and this tablet is so dedicated to the end that men may remember, honor and emulate their supreme sacrifice for freedom, patriotism and humanity.

Florida and Taxation

FLORIDA has the distinction of being the only State in the Union which has brought within her borders great wealth because of taxation, or more accurately stated, because of lack of taxation. Never before has any state given such ample protection to wealth and its production. Under Florida's tax laws no penalty is placed upon success, and if one acquires wealth he may retain it and pass it to his children or heirs undiminished. To acquire wealth in many states means to share it with the state government.

Not only are Florida's tax laws favorable to individuals, but corporations are equally protected, with the result that thousands of new corporations are seeking the shelter and protection of Florida as a place to do business.

Briefly stated, the tax advantages for individuals and corporations are as follows:

1. No State Income Tax. (Constitutionally prohibited).

2. No State Inheritance Tax. (Constitutionally prohibited).

3. No Annual Corporation Franchise Tax.

4. No General Direct Sales Tax.

5. No Documentary Stamp and Stock Transfer Tax.

6. No Business Income or Gross Sales Tax.

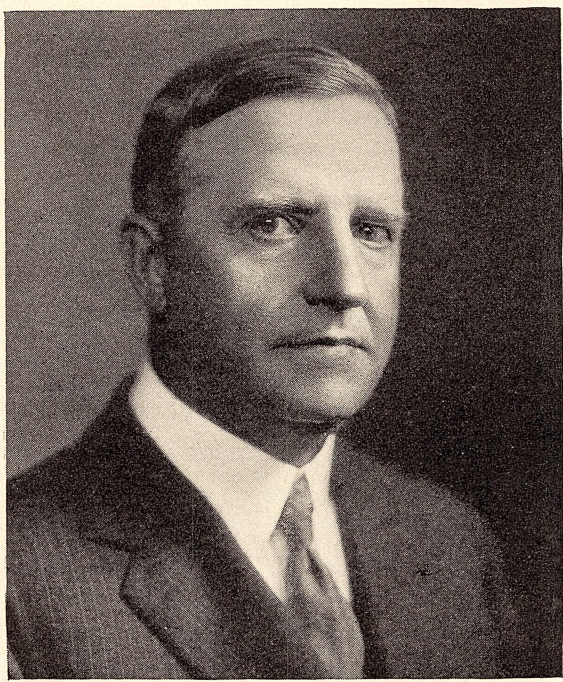
7. No Mortgage Tax.

8. No Severance Tax.

9. Constitution limitation of five mill on intangibles if ever taxed.

These tax advantages have caused many wealthy individuals to establish their legal homes or domiciles in Florida to avoid burdensome taxation of other states.

Florida has during the last year added to her citizenship more new wealthy persons than any other state in the Union. This influx of wealth is bound to be reflected in values of property as well as in new industries.—Editorial, *Miami Realty Review*.



JOHN LEE MAHIN

Exchange in Business

by

John Lee Mahin

Vice-President of The Street
Railway Advertising Company
and Barron G. Collier, Inc. A
member of The Exchange Club
of New York City.



Exchange is the biggest idea in business today.

No one could concentrate wholly on what he can do best unless he could exchange the product of his labor for the things necessary to satisfy his physical, mental and spiritual desires.

Trade, Travel, Transportation, Manufacturing, Merchandising are nothing more or less than synonyms of "Exchange" in its largest, broadest and deepest sense.

Years ago some one told me one could never hate a man if he really knew him.

A small boy once said "a friend is a fellah wot knows all about yeh and likes yeh".

The Exchange Club stands for more than merely making friends.

Its purpose is to reveal the other fellow in his every day work.

It recognizes that every man can contribute most to the public good by doing better work in his own line of business.

An exchange of ideas must always precede an exchange of products.

Sales are the result of the meeting and balancing of men's minds.

Production is stimulated and maintained by sales.

A buyer sells his firm's money for a manufacturer's merchandise.

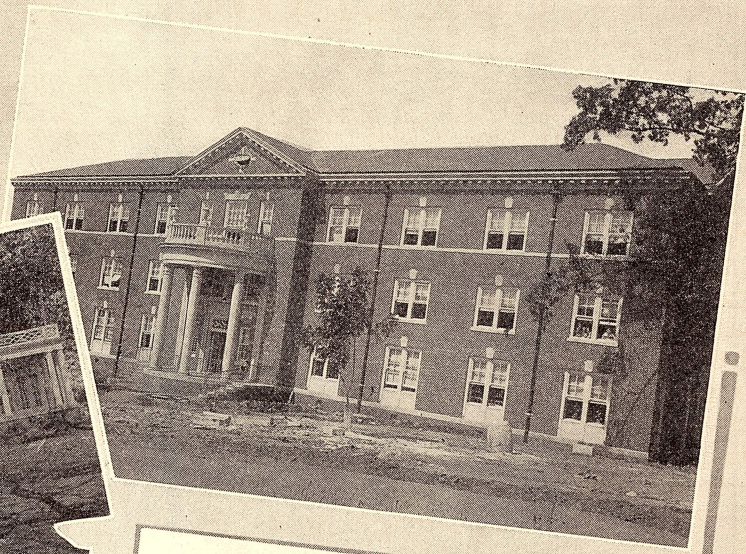
Speed up intelligent exchanges and the standard of living and the purchasing power of the dollar must both be increased.

I never exchanged my time and money for anything that has paid me better than the Exchange Club.

EXCHANGE *and* ALABAMA COLLEGE



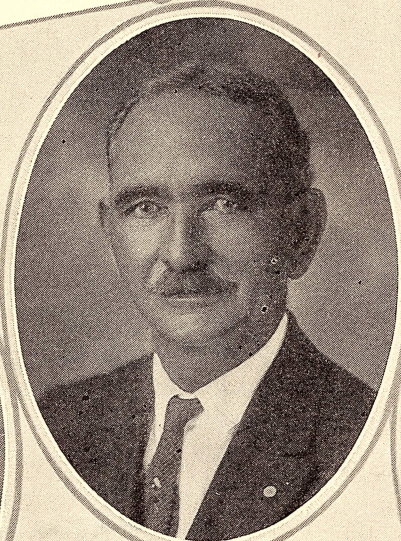
Residence of the President of Alabama College



RAMSAY HALL
Housing one hundred and twenty young women



WILLIAM WARREN
Past President of the Birmingham Exchange Club and architect for Alabama College



CHARLETON G. SMITH
Member of the State Board of Control of the Affiliated Exchange Clubs of Alabama, winner of loving cup for the best citizen during 1924.



THE LATE T. W. PALMER
For nineteen years President of Alabama College. A loyal member of the Montevallo Exchange Club

EXCHANGE and a STATE COLLEGE for WOMEN

By O. C. CARMICHAEL
*Dean of Alabama College and President of
The Montevallo Exchange Club*

IN THE HEART OF Alabama, within two miles of its exact geographical center, there is a picturesque village on a hill within the valley called Montevallo. Its name is not unfamiliar to the readers of THE EXCHANGITE, although it has appeared less frequently in its columns during the past two years than one might wish. It is noted for two things. It is the seat of the state college for women in Alabama; it boasts of being the smallest community in the United States to support an Exchange Club. Montevallo is proud of both distinctions. The story of how Exchange has contributed to the development of this college for women is told briefly below. There is romance in the story since it shows how the ideal of "Unity for Service" may extend far beyond the community in which the Club is located to express itself in the larger life of large numbers of young people who are attending an institution of higher learning.

The Exchange Club of Montevallo is three years old this month. During the three years of its existence many conventions of all kinds have been held on the college campus. Among them have been three state high school basketball tournaments for girls; two meetings of the Alabama Conclave of Writers; one state meeting of the Federation of Women's Clubs, and various smaller group meetings. The total number of visitors on these occasions is estimated at fifteen hundred women from all sections of the State. The Exchange Club of the little community of Montevallo has spread banners throughout the town welcoming these guests from time to time, has arranged to carry them to various points of interest and give them entertainment of all kinds during their visits to the college and to the town.

At a recent meeting of the Alabama Conclave of Writers, the Club offered a prize for the best story on a trip which was conducted by the Exchange Club to the birthplace of General William Gorgas, and to the site where

one of the earliest iron manufactories was located

in Alabama. Both of these historical places are within five miles of the town.

The Club has not only taken the lead in making visitors welcome to the town and college but has reached out into the county in which it is located to give help to the boys and girls in their educational development. Fifty dollars were contributed two years ago for the purpose of aiding in rural school library development. This fifty dollars was added to by the county and state making a total of one hundred fifty dollars' worth of books which were secured by the Exchange Club and sent out in the county through the college library.

The Club has raised and spent approximately three thousand dollars on roads leading into the town, which enables the school busses to bring the children to the consolidated school, which serves as a training school for the college and as the local town school.

These are small services compared with other things that the Club has done. More than two years ago, by long and patient work on the part of a local committee, headed by the past president, Mr. Charleton G. Smith, the Southern Railway was induced to spend about two thousand five hundred dollars to provide an adequate waiting room at a station two miles from the college where students have to take the train. At another station some seven miles away it finally secured a shed which protects hundreds of young women who have to pass through on their way to Montevallo as well as the passengers at large.

Readers of THE EXCHANGITE recall the story of the building of "Exchange Cottage" which was promoted by the Club and given over to Alabama College. It was built and modernly equipped with steam heat, hot and cold water, and for three years has taken care of sixty young women each year who could not otherwise come to the college.

More than a year ago when the college put

on an equipment fund campaign, the Exchange Club led in the campaign in the community and surrounding communities. Montevallo with its population of five hundred white people pledged approximately ten thousand dollars in addition to the pledges from the college and college faculty. Members of the Club went out into surrounding communities and secured large gifts for the campaign. It was doubtless the enthusiasm of the Club that was to a considerable extent responsible for the success of the campaign which netted approximately one-half million dollars in cash and pledges.

In all good things the Club has joined hands with the college to secure the utmost help and service for the young women who represent every section of Alabama and every walk of life. This year in the seven hundred students in attendance every county of the sixty-seven in Alabama is represented. This is the first time in the history of the institution that all counties were represented during the first quarter of the year.

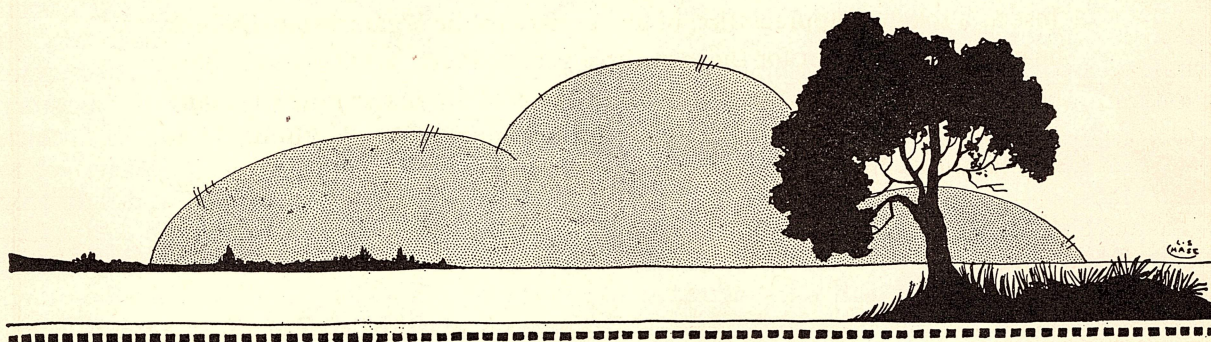
During the past three years the number of college students in attendance at Alabama College has doubled. Doubtless considerable credit for this splendid growth is due to the spirit of cooperation and helpfulness which has existed between the town and the college, which has been made possible through the efforts of the Club.

The development of Alabama College has been inextricably interwoven with the service of Exchange in more ways than one. The chief architect for the buildings constructed on the campus during the past seventeen years is

the past president of the Exchange Club of Birmingham, William Warren, of Warren, Knight & Davis.

The first chairman of the Board of Control of the Montevallo Exchange Club was T. W. Palmer, President of Alabama College. The construction engineer for the library, one of the newer buildings on the campus, was R. A. Smallman, member of the Birmingham Exchange Club. The beauty of the buildings whose pictures are shown on these pages was the vision of an Exchangite who at one time presided over the Birmingham Exchange Club. The thousands of young women who occupy these buildings from year to year are presided over by a most loyal Exchangite, T. W. Palmer, former chairman of the board of control of the Montevallo Club. No doubt the buildings are more beautiful and the students who occupy them more happy because of the reflected beauty of the ideals of Exchange in the lives of the two Exchangites who have labored to build up the college.

This story would be incomplete without mention of another loyal Exchangite whose enthusiasm and hard work have meant so much to the Club. His name is Charleton G. Smith. He won the \$50 loving cup for 1924, awarded by the Exchange Club to that citizen who did most for the community during 1924. He was elected to the state office of secretary at the last meeting of the Affiliated Exchange Clubs of Alabama. He served two years as president of the Montevallo Club and is still one of its most active and enthusiastic members. He represented the Montevallo Club at the National meeting in Detroit in September 1925.





LOUIS ONEAL

*Meet
Exchangite
Louis Oneal
of
California*



Many Exchangites who have attended National Exchange Club Conventions in recent years will recognize the genial gentleman pictured above. He is none other than Louis Oneal, President of the California Affiliated Exchange Clubs and one of the most popular men in the great state of sunshine and seedless oranges. The solid silver loving cup was presented to Louis by his fellow members of the Exchange Club of San Jose as a token of appreciation of his services to the organization of which he has been President for the past three years. Percy J. O'Connor, police judge and Exchangite, made the presentation address, recalling the many splendid services rendered the Club by Exchangite Oneal. "Louie" has two hobbies—his immense ranch and Exchange.

INDUSTRY and the UNIVERSITY

"ALMOST without realizing it, the march of progress gradually is bringing the universities of the world into a position where they actually will constitute the very foundation of industrial enterprise," Frank W. Hutchings, former president of the Michigan Manufacturers' association, told Ann Arbor Exchangites at a recent meeting at the Michigan Union.

Mr. Hutchings, who now is connected with the department of engineering research at the University, asserted that all of this is being brought about mainly through research.

This research, he explained, answers three problems: Whether the product you have been turning out heretofore can be improved, whether the product you contemplate turning out is a useful one, and whether the plan of industrial operation upon which you propose to proceed is feasible or possesses any merit.

"To discover these fundamentals requires the services of those with a knowledge of how to go at the job and not waste a lot of time and money," the speaker continued, declaring that no such persons would be available were it not for the universities of the country.

Mr. Hutchings divided research into two groups, industrial, which is the application of science, and research in pure science. He maintained that not only are the university trained scientists manning the industrial laboratories but likewise applying to industrial research, in the university laboratory and out of it the knowledge which the university has imparted to them.

"These facts are gradually and slowly dawning upon our so-called giants of industry," he said, "and not since the beginning of time has there been such a plentiful opportunity awaiting intelligent research."

"Our whole industrial and commercial structure is in a process of reconstruction," club men were told. "At home and abroad great tasks call to the creative and administrative forces of American life. Old barriers are down, the gates of opportunity swing wide and the population of a nation is being sifted to discover those with a knowledge of how to succeed. Thus the university slowly but surely, is drawing closer and closer to industry because ultimately it is bound to prove itself the very bulwark upon which all our progress of learning is predicated."

Referring to the facilities for research at University of Michigan, the speaker reported

that there are 10 libraries containing more than a half million books. Nearly 3,000 periodicals are received regularly. There are 10 different museums comprehending everything from zoology to musical instruments. Completely equipped laboratories provide opportunity for practical instruction in all fields of major importance ranging from physics and chemistry to electro-therapeutics and dentistry.

"The balance sheet of the University shows a total of \$30,400,000 and the surplus invested in educational plant is placed at \$25,500,000," he said. "Nearly \$9,000,000 have been expended by the state for new buildings in the last four years and in the same period donations have exceeded \$3,000,000."

"Approximately 650 professors, associates assistants and instructors comprise the faculty and operating expenses exceed \$4,500,000 a year," the speaker reported. "At present there are more than 10,000 students attending the University and since it first was established it has sent out more than 44,000 graduates, more than half of whom still are in Michigan."

Referring to some of the results of modern research, the speaker mentioned the chemical ripening of fruit, the perfection of duco, of bakelite, of pyrex, and the development of household refrigerators. He spoke also of the discovery of a new metal, tantalum, which acts as an electrolytic valve, of permalloy, which has made possible greatly increased service over trans-Atlantic cables; and of various discoveries and developments which have made possible the use of farm products which heretofore were wasted, buttons now being made from cheese and whites of eggs from beef blood.

"These are only a few of the many developments which have taken place lately," he said. "It has been estimated that approximately \$200,000,000 is being spent each year on industrial research. The shameful part of this story," Mr. Hutchings declared, "is that only about \$10,000,000 a year is the estimated outlay for purely scientific research."

"Here we have exemplified one of the most profound shortcomings of the American manufacturer," he asserted. "He seldom looks ahead and seldom prepares for the rainy day. His interest in the source of supply of a raw material, like rubber for instance, vacillates with the price. If the price goes up, he waxes hot for a rubber plantation or a synthetic product, but the minute the price goes down

the manufacturer cools off and trusts to luck again.

"Thus we still have with us among the manufacturers' slaves to old ideas and customs, not only in the matter of protection, of raw material source of supply, but likewise in production methods. They are the ones who refuse to embrace the opportunity and success born of investigation, inventive genius and research; and they are the ones we see each day passing to the economic graveyard.

"Some of our industries today are content to operate just as they have done in the past, but modern methods will not permit this sort of marking time. The chap behind is insisting upon recognition; he is young and full of life and vigor; he embraces every opportunity to reap the reward of the new idea and all too frequently we find him displacing the long-

established firm, which, because of its tenacious adherence to the methods of even a decade ago, is suffering economic disintegration.

"Of one thing we can rest assured," the speaker said in conclusion. "A new spirit has been born in the successful industrialist. He has learned and now respects the value of a knowledge of the laws of science as taught at our universities. He has embraced this knowledge as a medium by which he may avoid groping in the dark and is seeking the co-operation of the University.

"When the detail of this cooperation has been conquered we shall have a new influence at work for the common good," he predicted, "a combination of interests which it will be difficult to excel and one where the foresight of intelligence will guide the industries of America to even greater success."

The Marine Band at Davenport

CAPTAIN William H. Santelmann and his far-famed United States Marine Band recently played to two capacity audiences under the auspices of the Davenport Exchange Club. It is estimated that 5,400 people attended the two concerts given in the auditorium of the Davenport Masonic Temple.

The net proceeds of the concerts went to charity. The concerts were not sponsored with the idea of fattening the Exchange Club pocketbook. Members of the Exchange Club sold the tickets and took charge of other necessary arrangements.

Under the heading "Hats Off to Exchange" the following editorial appeared in the Davenport Chamber of Commerce *News* following the appearance of the Marine Band.

"Self-styled critics and self-appointed dispensers of 'razzberries' were conspicuous for their absence at the recent United States Marine Band Concert, an event sponsored by

the Davenport Exchange Club. Perhaps we should not wonder at their absence for there were nearly six thousand present at the two concerts and the atmosphere was not conducive to their kind.

"So many belittling epithets have been attached to civic clubs of late that we are glad of an opportunity to rise to their defense.

"In this instance, through sheer hard work a civic club has made it possible for six thousand people to listen to one of the nation's greatest musical organizations. This same civic club had as their guests at the concert some three hundred orphans whose outlook on life is none too pleasant. When the books were closed every penny of profit went to organized charity. And there has been no waving of the flag."

"Exchangites, you have performed a real community service. We are proud of you. Hats off, boys!"

IT WON a PRIZE



A PHOTOGRAPH WITH "HUMAN INTEREST"

The display pictured above was the Alhambra Exchange Club's contribution to the California Fruit Exposition held in Alhambra in January. It took second prize in the service club displays being judged, of course, without the feminine pulchritude so prominent in the picture.

The color scheme was orange, russet, and green with the Exchange Club emblem displayed in the center under a green light. The word "Exchange" in the foreground is formed with tangerine oranges, the sides with navel oranges, and the strip surrounding the name and the ball at the top, of russet apples. More than 80,000 visitors from all parts of southern California saw the Alhambra Exchange Club display while a number of visitors from other states also enjoyed it.

EXCHANGE WILL go to ATLANTIC CITY in SEPTEMBER

BY UNANIMOUS
vote of the National
Board of Control,

*National Board of Control Accepts
Invitation from "World's
Playground"*

take advantage is the
great Sesqui-Centennial
Exposition which will be

Atlantic City, New Jersey, "The Playground of the World" and the home of one of our most energetic Exchange Clubs, has been selected as the scene of the next annual Convention of Exchange Clubs to be held September 20, 21 and 22 of this year.

Under the provisions of Article IX, Section 1 of the Constitution of The National Exchange Club, the time and place of holding the Annual Convention is designated by the National Board of Control. The Board at its session immediately following the Detroit Convention authorized the National President to appoint a subcommittee for the purpose of considering invitations from various cities.

After deliberate consideration it was the unanimous conclusion and recommendation of the entire Board that the Tenth Annual Convention of Exchange Clubs be held in Atlantic City, New Jersey, on the dates of September 20-22, inclusive.

Other conditions having been given due consideration, it was the opinion of the Board that the 1926 Convention should be held in the section of the country known as "the East". It is agreed that so far as possible Exchange Club National Conventions should be held in different sections of the country. It is the belief of members of the National Board of Control that Atlantic City will draw a greater registered attendance than any other point considered. The Clubs of the states of New Jersey and New York have indicated their willingness to cooperate in this regard.

Atlantic City is known to be in itself a natural source of entertainment. Thousands of people regard the famous Boardwalk as offering the finest kind of recreation and diversion. Many special features of entertainment are offered to convention visitors at little or no expense. Another unusual attraction of which Exchangites who attend the Convention may

held in Philadelphia. Atlantic City is but an hour's ride by train from Philadelphia.

It is contemplated that the railroad rates prevailing from all sections of the country to the Sesqui-Centennial Exposition at Philadelphia will be based on the rate of one-way fare plus \$1.00 for the round trip, but on greater distances west of the Mississippi River an even lower rate will be in effect.

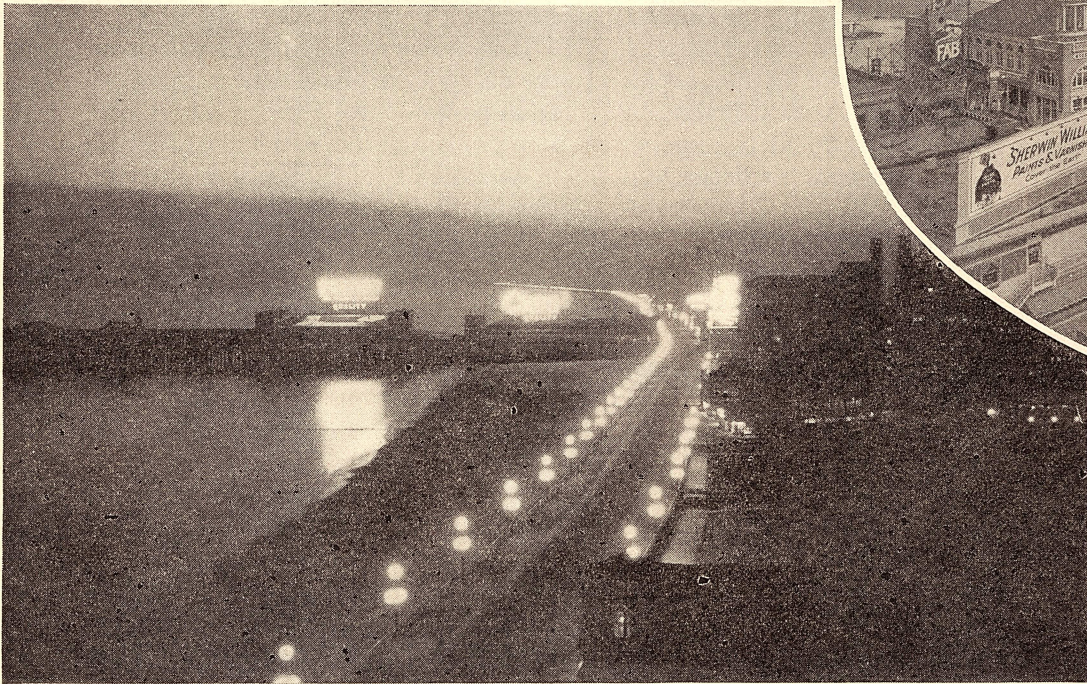
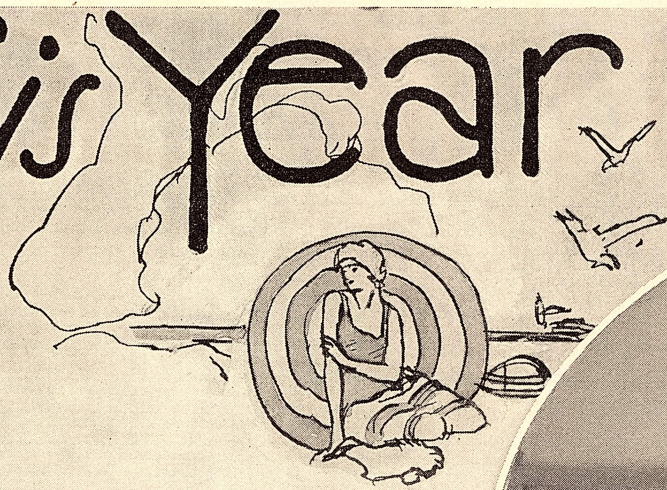
It is anticipated that this will do away with the necessity of the certificate plan rate of one-and-one-half fares for the round trip, heretofore prevailing for National Conventions.

Atlantic City Hotels provide adequate facilities for the convenience of convention visitors and it is agreed that there will be no advance over the regular rates for accommodations. Hotel rates at Atlantic City are no higher than in other cities of similar size. All reservations are to be made through the National Exchange Club Convention Department. Officers and members of the Exchange Club of Atlantic City have pledged themselves to give their very best efforts toward making the Tenth Annual Convention of Exchange Clubs a truly great and representative meeting. This Club has a very strong personnel and is anxious to demonstrate to the rest of the world of Exchange that New Jersey also knows the meaning of the word hospitality, and will go the limit in the matter of extending it to convention visitors.

Atlantic City is regarded by many as the most popular, all-the-year recreation center in the world, as a health resort possessing renowned therapeutic value; as a delightful residence community and as a convention city of the first rank.

One of the many factors combining to create this tremendous popularity is the facility with which Atlantic City can be reached either by railroad or automobile from any sec-

This Year It's A



Atlantic City



tion of the country. One hour by railway from Philadelphia, three hours from New York, four and one-half hours from Washington, ten hours from Boston, ten hours from Pittsburgh, nineteen hours from Chicago, twenty-four hours from St. Louis—it is readily apparent that Atlantic City is very fortunately located with relation to the great centers of population. September is regarded by thousands who are thoroughly familiar with Atlantic City as being perhaps the most desirable month in which to visit the great seaside playground.

Hundreds of Exchangites who have yet to attend their first National Convention will be eager to do so this year. The fact that they will have the opportunity of meeting fellow Exchangites from every part of the country, take part in the councils of the great organization with which they are affiliated, and at the same time enjoy a real outing at the country's most famous resort, will appeal irresistibly to Club members.

Many Exchange Clubs have already made their plans to send a large delegation of visitors to the Tenth Annual Convention of Exchange Clubs. Thousands who have attended these Conventions in past years know that they are a wonderful source of inspiration and genuine pleasure. Every Club in the United States should send its two official delegates and as many visitors as can possibly arrange to attend. This year, as in the past, special arrangements will be made for the entertainment of the ladies. Exchangites will be particularly interested in this year's meeting because of the many attractions of the famous city at which it will be held.

The National Board of Control is now ready to receive and consider, up to July 1, 1926, invitations from Exchange Clubs to entertain the Exchange Clubs of the United States in Annual Convention in September, 1927. Such forms are on file at National Headquarters to be filled out by Exchange Clubs desiring to extend such an invitation. These forms will be furnished to any Club upon request.

Exchange in Memphis

By ROY D. MOORE

THE EXCHANGE CLUB of Memphis started out the new year on Tuesday, January 5th with bright prospects. At the annual election of the Club in December, Mr. H. H. Honnoll was elected President for the coming year after a very heated election. Others being elected along with Mr. Honnoll are as follows: Forest Cole, first Vice-president; Capt. W. F. Widgery, second Vice-president; Roy D. Moore, third Vice-president; E. W. Watson, Secretary; W. C. Owen, Treasurer; and Ed Hurlburt, C. H. Yankee, Lee Frank, and Roy Woodall for Board of Control.

The Memphis Club raised by popular subscription about \$10,000.00 which is to apply on a magnificent pipe organ that is to be placed in the new \$1,000,000.00 Auditorium.

This is one of the largest if not the largest undertakings that any luncheon Club in Memphis has ever tried to accomplish and the Club has been very highly complimented from numerous sources. The Club also decorated several Xmas trees for the poor in the city and assisted the Good Fellows Santa Claus Club in making deliveries to the needy on Xmas day.

The Club has also launched a new drive for members and the chairman of the membership committee, Mr. A. L. Tate has announced to the world that by June 1st he intends to double the membership. With everybody full of "pep" and ready to go, the Memphis Exchange Club expects to set a pace for luncheon club activity in the city and let the other Clubs get an eyefull.

"IT CAN BE DONE"

By C. D. LEMASTER
of the Exchange Club of Sacramento, Cal.

"IT CAN BE DONE" is the philosophy of

J. J. Jacobs, the newly elected President of the Sacramento Exchange Club.

Jack has demonstrated to the satisfaction of all who know him the practicability of his philosophy.

In his private business he has climbed the ladder to success. In civic affairs he is ever a leader. Always doing his bit and a little more for worthy causes. Even when discouraging conditions are confronted in the ever taxing welfare work of a growing city, and the timid are frightened into hiding, Jack calmly restores courage to his fellow citizens by preaching his philosophy that "it can be done."

On his return from Havana late last fall, he learned that the Community Chest had broken up. That the directors were discouraged with the way some of the principal business men received their efforts, and after starting a drive for \$199,000.00 and raising \$10,000.00 they quit and threw the entire twenty-one social and welfare agencies on their own resources.

These agencies had been promised by the Community Chest directors that they would go out and raise the 1926 budget, and naturally having spent all of their last year's allotment were waiting the returns of the new drive. The action of the Community Chest threw the agencies into a near panic.

Left high and dry without funds or organization with which to solicit funds, the city's welfare work faced a condition of chaos.

A meeting was held of all of the directors of the twenty-one agencies consisting of the Y.M.C.A., Red Cross, Orphan's Home, etc. Mr. Jacobs was a director on one of these organizations and was at the meeting. When

the chairman called for opinions as to the possibility to someone taking hold of the drive and putting it over, Jack ventured his philosophy "it can be done."

Upon his suggestion a committee consisting of five prominent business men of the city were appointed to find a man to lead the drive which was indeed a difficult task in the face of

conditions. Mr. Jacobs finally allowed himself to be put in as campaign manager.

Hurried plans were made for a ten day drive. Time was flying. Christmas was in sight. Jack had to work fast. And he did. Taking up the remnants of the disbanded Community Chest organization, Jack quickly whipped into shape a small army. "A Light Brigade". By doubling his usual enthusiasm he instilled into his workers his proven philosophy that "it can be done". His men flew to the task before them.

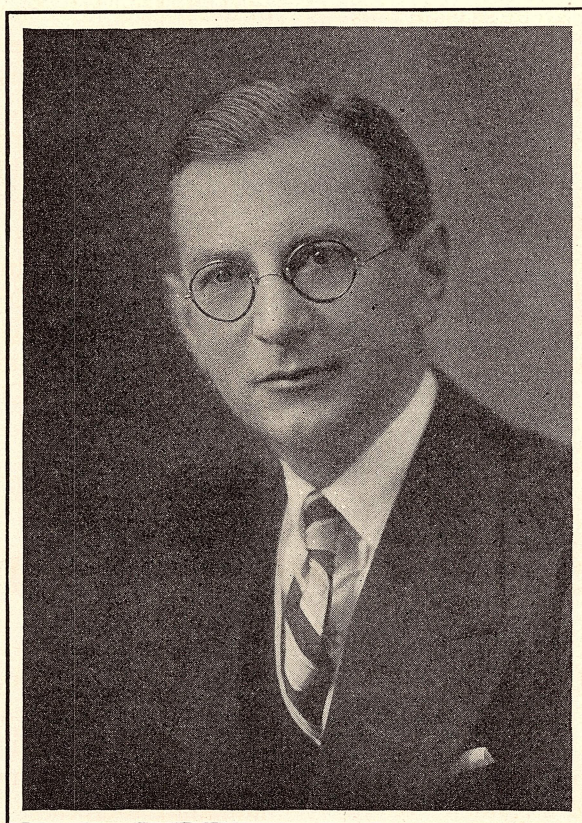
The story from here could be told as a romance or it could be presented as a dry statement of facts and figures. Either treatment, however, would require the scope of a book and as space will not permit lengthy details, I will, therefore, forego all details and turn to the result.

Every known obstacle that has ever confronted a welfare drive was encountered. And surmounted.

Forty minutes before the ten day closing time of the drive, which had been set in advance, Jack and his workers went over the top with \$200,689.00. The budget had been over-subscribed.

To the victor goes the spoils, therefore, to J. J. Jacobs goes the credit.

He is now putting over the Sacramento Exchange Club on his proven philosophy "It can be done."



PRESIDENT J. J. JACOBS
of The Exchange Club of Sacramento, Calif.



EDITORIALS



THE EXCHANGITE

Editor-in-Chief.....EXCHANGITE HEROLD M. HARTER
Managing Editor.....EXCHANGITE NORMAN H. CHASE

ADVISORY COMMITTEE

EXCHANGITE HOWARD EGBERT.....Dayton, Ohio
Publicity Director, The National Cash Register Company
EXCHANGITE LEE E. HOOD.....Philadelphia, Pa.
The Richard A. Foley Adv. Agency
EXCHANGITE J. P. MULLER.....New York City
J. P. Muller and Co., General Adv. Agents
EXCHANGITE DELMAR J. RAMERS.....Louisville, Ky.
The Basham Co., Adv. Agency
EXCHANGITE CORNELIUS H. SCHAIBLE.....Brooklyn, N. Y.
The H. K. McCann Co., Adv., New York City

BOARD OF COLLABORATORS

Leon W. Miller.....Kalamazoo, Mich.
L. V. Browne.....Dayton, Ohio
W. I. Brown.....Davenport, Iowa
George Anderson.....Piquette, Miss.
Leigh H. Irvine.....Bakersfield, Calif.
B. C. Ferris.....St. Paul, Minn.
Sid Phillips.....Macon, Ga.
Douglas White.....Indianapolis, Ind.
Ray Dunphy.....Milwaukee, Wis.
O. S. Trumbull.....Kalamazoo, Mich.
John H. Awtry.....Dallas, Texas
John E. Springer.....Palo Alto, Calif.
Douglas Malloch.....Chicago, Ill.
John A. Watt.....Atlantic City, N. J.
Harry Lawson.....Boise, Idaho

WHAT THE EXCHANGE CLUB MEANS

From "THE SIGNAL," Toledo, Ohio

1. An organized opportunity to render broad service for the furtherance of good projects in the community.
2. A definite contact with childhood through the Nutrition Work which seeks to build up boys and girls to physical fitness to enjoy fully the opportunities and benefits of a great and free country.
3. Provision for regular, social contact with men of affairs in the city, thereby providing a means of acquiring a broadened interest in life and offering opportunities for new ideas and viewpoints.
4. Social events for the members, their families and friends for occasional good times and general enjoyment.
5. A broadened contact with men of affairs in other towns and cities through visits to various Exchange Clubs and attendance at district, state and national conventions.
6. One luncheon hour of the week definitely set aside to the plan of good fellowship, entertainment, education, inspiration, and general personal improvement.

7. Chance for more and better acquaintances with all the attendant good to be acquired from such enlarged circle of friendship.

8. A sphere for being a "good fellow" not in a small back-slapping way, but in the congenial company of men of merit who have serious purposes in life and a wholesome, good-natured joy in living.

9. A working arrangement dedicated to the idea of the worth of the spirit of cooperation and offering membership in a group practicing such a principle.

10. A society for the prevention of growing old with an ingrowing spirit of selfishness and humdrum narrowness.

NATIONAL CONVENTIONS

Occasionally someone will volunteer the opinion that the benefits derived from annual national conventions such as are held by Exchange and other contemporary organizations do not justify the expense and labor involved in staging them. You will almost always find that the man who makes a statement of this kind has never attended a National Exchange Club Convention.

There are many members who have attended every annual convention held by Exchange since this organization became national in its scope. These Exchangites will tell you that one of the finest things which has ever come into their lives has been the contacts and friendships which they have made and renewed at National Exchange Club meetings. They will also tell you that from these sessions they have been able to take back to their Clubs ideas and ideals which have played no small part in the growth and development of the local Club and the community in which it functions.

This year the Tenth Annual Convention of Exchange Clubs will be held at Atlantic City, N. J., on September 20, 21 and 22. There is not an Exchange Club in the country but will profit by having at least one delegate present

at Atlantic City. A majority of the local Clubs will send two delegates and a liberal representation of visitors.

The thing to do is to start at once to make plans which will assure your Club representation at what will undoubtedly be the greatest meeting in the history of Exchange. Past extension records are being broken this year and it is, of course, probable that the next convention will be attended by hundreds of new Exchangites who have joined the family since the Detroit meeting.

The Exchange Club of Atlantic City is an unusually active and progressive group. The handling of big conventions is a regular occurrence at "The World's Playground" and you may be sure that nothing will be left undone which can possibly contribute to the pleasure and comfort of the visitors. Several Exchange Clubs started immediately after the Detroit Convention to raise a fund sufficient to send delegates to the 1926 session. They have no intention of overlooking the opportunity which is given them to exercise a voice in the councils of the national gathering of Exchange Clubs.

There is no reason why every single Exchange Club in the United States cannot be represented at Atlantic City if officers and members will start at once to make practical preparations for such representation.

TOLERANCE

In the various Exchange Clubs of the United States are to be found men of many religious faiths. These men have worked together under the banner of "Unity for Service" for the welfare and advancement of their communities, and there has never come to our notice an occasion where it seemed necessary to preach the gospel of "tolerance". It is only the man of limited calibre who must learn to tolerate his acquaintances of a different religious belief. The word tolerance is usually used in the sense of forcing ourselves to think charitably of something which we ordinarily and naturally would not like. John Smith is a capable business executive, a genial and well-mannered companion, and a loyal and enthusiastic Exchangite. His religious convictions are his own private affair and have nothing

whatever to do with his value to his Exchange Club or to his community. There is no place in Exchange for toleration because there is no need for it. We will bring this little sermon to a close by quoting from a letter written by Attorney L. A. Mills, a valued member of the Exchange Club of Stockton, California.

"It might be of interest to Exchangites generally to know that in the Stockton Club we have three clergymen, one a Jewish rabbi, one a Catholic priest, and one the pastor of the South Methodist Church. Each is an active and valued member. Our Christmas fund last year was administered and dispensed by a charity committee consisting of these three gentlemen.

"We believe the lay members have come to a better understanding than before of the different views of the leaders of these divergent religions. We have learned that clergymen are men; that is to say, human beings, and we have an increased respect for them and the high principles for which they stand. It is also to be observed that there is more sympathy displayed in the matter of discussing religious subjects within our Club than is apparent in general discussions of the same subject on the outside. So impressed are we, that it is advisable to have clergymen of different and divergent religions actively engaged in Club work, that we believe this is something for which the National Exchange Club should stand and advocate throughout the length and breadth of the United States wherever local Exchange Clubs exist. A discussion of this matter through the columns of THE EXCHANGITE might be beneficial. Do not misunderstand us. We would not suggest a discussion of the various religions, but rather a discussion of the advantages to be derived by the co-mingling of laymen within the membership of our Clubs with clergymen representing not only the faith of the individual, but of faiths considered by others to be directly opposed to our own.

"An illustrated editorial appeared last Sunday in the Hearst papers with the caption 'Different Roads to Heaven', and the argument in the article therein seemed timely and reasonable. The narrow minded members of the different faiths seem to feel that all are to be lost, unless we approach heaven through

the road mapped out by a certain creed, or by directing our footsteps through the door of a certain church. Such things as this make people think, and the conclusion is the more

easily reached, as Oliver Wendell Holmes said, 'I find that the great thing in the world is not so much where we stand, as in what direction we are moving'."

EDUCATING the NEW MEMBER

WE ARE PLEASED to note that many

of our Clubs are establishing an Educational Committee whose duty it is to inform new members as to what Exchange really means and to show them their responsibilities to the Club and to lead them to become real live active members of their respective Clubs, so that they can share and partake in the great joy and satisfaction which comes through service to their fellowman.

Every Club should have an Educational Committee composed of the very best and most devoted members who shall at all times think of the welfare and development of the membership; for it is a well known fact, that as no chain is stronger than its weakest link, so likewise no Exchange Club is stronger than its weakest member, and if there is much dead or undeveloped timber among your members, your Club will not be progressive nor function properly.

At the National Convention in Detroit last September your Educational Committee, as a part of its program, gave an actual demonstration of a charge to a new member, this member being the youngest Exchangite in existence; he had just joined the Detroit Club the night before.

This demonstration was given by the eight members of the Educational Committee of the Toledo Club. The new member was called up to the platform before the Convention and addressed upon the following subjects:

1. Information or History of Exchange.
2. Attendance and Its Importance.
3. Entertainment and Its Object.
4. Fellowship Leading to Friendship.
5. Opportunity for Service.
6. Responsibility. (By their works ye shall know them.)
7. Consecration. (Give and it shall be given unto you.)
8. Inspiration, or Words of Encouragement.

We recommend that when from three to five new members have joined a Club that they

By EXCHANGITE JOHN B. MERRELL
Chairman of the National Educational Committee

be called together around a luncheon table at noon

or a dinner at night at the expense of the Club, or at some member's home where seclusion and quietness can be secured and thus in an informal way the new members be addressed by the members of the Educational Committee, each committeeman making a talk of from three to seven minutes upon one of the above subjects as assigned to him in advance by the Chairman of the Committee.

It proves quite a serious as well as an interesting and instructive meeting and results in much good not only to the new member but also to each member of the Committee.

It is well at these meetings after the talks have been made to call on each new member and ask him for an expression as to what he thinks of Exchange, and you will generally find that he is surprised at what our Exchange Clubs stand for with our high ideals and desires for service. He becomes enthusiastic and ready to assume his responsibilities and to become active in the work of the Club.

It is well at least once during the year, especially when quite a number of new members have been taken into the Club, to hold this meeting for new members before the whole Club, putting it on as the regular weekly program, for this charge will consume all the time allotted for the regular meeting.

In case this is done, it is well to have all the new members at the head table, or at a special table up in front and the members of the Educational Committee with them.

Such a program is enjoyed by the whole membership of the Club and proves very beneficial.

If your Club hasn't a live Educational Committee, Mr. President, appoint one *now* and see what new life will be injected into your membership.

We shall enlarge upon these eight subjects in the Exchangite a little later, but by writing National Headquarters, considerable information will gladly be sent to any one applying for the same.

Lansing Club Rich in Accomplishments

By EXCHANGITE J. W. HANNEN
Editor of Michigan Roads and Pavements

NOW that the open season for civic activities is well under way, the Lansing Exchange Club takes some little pride in a review of the past year, which has been rich in accomplishments that have been worthwhile. The past year has been the more active and productive of constructive results through personal and collective efforts than any previous year since the organization of the Club.

During the quiet summer season when little is expected of a service club the attendance has been far beyond that of any previous year in spite of vacation periods which lure the members into retreats of rest and recreation.

In taking stock of what has been accomplished by a membership full of pep and civic pride, the records show that the Club has achieved many successes. One of the most distinctive of these, perhaps, has been the replenishment of the Scholarship Fund, which is established to aid young men and women of the community to enter college and to complete their courses. The records show that nine students of insufficient means to pay expenses of a college course have been aided to achieve their ambitions through the Exchange Club Scholarship Fund. This fund was established three years ago, and while a number have been enabled to enter college because of it there is still a substantial fund available for other students with like ambitions. The system adopted by the Club is to loan a student up to \$150.00 at the nominal rate of one per cent. interest until six months after graduation, when the interest automatically increases to six per cent., and the student is then expected to repay the Club, without hardship, in full or in partial payments, when he commences to draw a salary. Up to this time several students have paid their obligations with expressions of appreciation of the aid rendered by the organization.

It has been the policy of the Club to each year engage in some sort of public event that

will yield a profit. The most distinctive last year

was the bringing to Lansing of the Marine Band, of Washington. The membership each pledged the sale of a certain number of tickets and the result was a crowded auditorium and a profit of nearly \$700.00, which went into the Scholarship Fund.

In addition to this, all fines and returns from social events are also deposited in this Fund.

The Club achieved local distinction recently when it was awarded first prize for a float which appeared in the pageant celebrating the completion of the paving of the two main business streets of Lansing. This prize was a magnificent silver cup.

A similar distinction was achieved at the State Convention of the Affiliated Exchange Clubs of Michigan at Muskegon, when a prize was drawn for a similar float.

This Club has consistently and energetically sponsored the Lansing High School football eleven, not only in securing its equipment to a large extent, but in swelling the attendance at the local games. At the opening of this year's football season the Club presented the team with an automatic score board, the only one of its kind in this section of Michigan. Upon the occasion of the presentation of this board, the first game of the season, the local eleven achieved a brilliant victory which was witnessed by almost the entire Exchange Club membership.

The city of Lansing is the location of the 119th Field Artillery, which has the finest equipment of any military organization in Michigan. It has two splendid buildings with a most complete equipment which have received the commendation of the War Department. In commemoration of the brilliant record made by the 119th during the World War the Lansing Exchange Club presented recently a twenty foot flag as a post flag for the new Armory recently completed. The brilliant record of the 119th Field Artillery in France during the war included participation

in a dozen or more fierce engagements, among them, San Maheil, Argonne, and Chateau Thierry.

In addition to the activities mentioned the Club is constantly engaging in civic move-

ments and its works of charity are among the things which keep the Club in the public mind; and it is these things, together with the other activities, which have gained for the organization public respect, confidence and encouragement.

CONSIDERATIONS *by the WAY*

By EXCHANGITE GEO. AUSTIN ANDERSON
of Picayune, Miss.

A GREAT philosopher has said that "In all clubs, manners make the members." The importunate affairs of today are not conducive to good manners. The "I" is too much exalted, we are all selfish, and we live too little that second commandment, "Love thy neighbor as thyself."

We all know Jesus' answer when asked for the first commandment and his addition of the second. They are not merely words which one may read in the bible or hear in an occasional sermon. They are a practical philosophy of life given by the greatest exemplar of sane living which, if you strive ever so haltingly to follow, will open up to you untold joys, advantages and opportunities out of all proportion to your effort.

Now by manners we do not mean the varnish of so-called civilization, all on the exterior, which, when scratched, shows the ugliness that is only superficially covered, but we mean the gracious kindness which comes from a warm, loving heart and a broad comprehending mind. It is no artificial veneer and does not mar from social contact. It is not put on. It is something shining through. It is love. Love of God and love of thy neighbor.

Has it ever occurred to you what the joys of social intercourse might be should evil and suffering be uncommunicable? With the elimination of petty spites, jealousies and hatreds, envy and malicious meanness, what pleasure would result from contact with our fellows.

This is no impossible condition and its approximate, at least, is comparatively easy of attainment if the effort is made.

We readily admit that thought is the basis of action. And with a state of mind determinedly happy, well charged with charity and

brotherly love, unhappy experiences would be encountered only on rare occasions. If our Exchange Clubs, the very essence of which is social contact, are to function effectively, we must cultivate such a broad humanity based on true brotherly love, for only in such an atmosphere of thought can Unity for Service thrive and blossom with the blessings of community good.

Straightforward thinking and discussion, a willingness to really consider the other fellow's viewpoint and whole-heartedly admit one's self wrong, if so be, he may carry his point, is the thing that will bring into fruition the principle of Exchange. Because of our limited view, narrowed with each successive unhappy experience, we smile wryly at such idealistic imagery. It seems so impossible. But it is not impossible. Improbable, it may seem, for we have so little in past experience by which to gauge it. But when a real, determined effort is made to be altruistic, each man for himself, we find that actually no good is impossible.

We are taught that we reap what we sow. This is sound doctrine and we accept it. But most of us blame fate for the poorness of our reapings and continue to sow thoughts, words and deeds with no effort to cull out those which will surely bring us a harvest of weeping and wailing.

Like begets like.

A smile begets a smile.

Kindness begets kindness.

Good deeds beget good deeds.

These all beget gratitude.

And a grateful heart is the fertile soil for all the virtues.

Exchangites permeated with this philosophy and practicing it could revolutionize the world. Let us not live below our possibilities.



THE PEST

ONCE there was a Simian who Walked Upright and Ate with a Fork often enough to Create the Suspicion that he was Human. Gold-leaf lettering on Ivory Tablets would be about right to preserve the Anthropoid's opinion of Himself. But, those that knew him Best would buy a Stranger a Dutch Master Cigar just to Insure his Listening to a Per-fervid Harangue giving Biographical Data of the Pest.

His Childhood was a Scream in X! At School he was so Unpopular with the Gang that they would not let him play Buffalo in their Wild West Show—no, not even for the Pleasure of Puncturing his Hide with Arrows. And His Presence at a Party covered the Cake of Joy with a flinty Icing. Every little Fairy refused to Play any blind-fold Games for Fear the Doodle-bug would wish the Pest on Her.

As a Trouble-maker his Name was Printed from the Upper Case. Every Baseball Game into which he Jimmied his Way promptly Exploded. He was a Know-It-All, raised to the Nth Power. He offered to Wise-up every Lad on the Nine as to how his Position should be Played, and when it came to the Inside Game, his Spiel left Muggsy McGraw holding the Bag. He was so Popular with the opposing Team that its Pitcher would Wreck the Game for the satisfaction of Beaning him. Even the Bat-boy kept his Fingers crossed while the Lemon was at the Plate, and secretly rubbed his Bat with the Hindleg of a Black Cat in order to put the Witch's Curse upon it.

In Time he was Graduated into Long Pants, wore a Spicurl, and Chrome-yellow shoes. He escaped the Dog-Catcher and Somehow lived through the puppy-dog Stage. No little Dimple-cheek would play on his Schedule more than a Week—Just long Enough to Sample the whiskered Con-talk which her Chums had Wised her to. When he started to Repeat, she Yawned, and Shunted him at the first Open Switch.

Finally, a shop-worn Evangeline, who had been marked Down and put on the Matrimonial Counter, tickled his Fancy and before he could Throw in his Clutch and get up Speed

to make the next Aisle, her Mother had Taken his Number and had rung-up the Price.

As this Tale does not Concern the Poor Damosel, Let her suffer Unadvertised.

All of Which Brings us to the Third Act and Weird Music.

In a Burg to which the Pest Migrated after he was old enough to Vote, was an Exchange Club.

The Secretary was a Live-Wire who was on the Job all the Time, and who Coaxed and Bullied the Members into Paying Regularly for their perforated Receipts, and that, too, without Losing his Job at the next Election.

The Club was a Bit short on the Laws, but Long on Service. The Women liked him and the Children cried impartially for Him and Castoria.

In an evil Hour, a benighted Brother brought the Application of the Pest into this cheery Bunch of King-birds. The investigating Committee let him pass the Bars, ignorant that his Disposition had two Spavins and a Jack. In due time he was given the Privilege of Sitting on the Perch.

The very first Night he began to Crowd. The second Night he Picked a Debate with the Secretary during the Reading of the Minutes, and, Playing true to form, made an earnest Endeavor to Take every Trick. He had Once read a Correspondence-School-Pamphlet on Parliamentary Law, and believed He was ordained to Lift the Nimbus of Ignorance from the Sky-piece of the President.

Like a True Prophet, he was Willy-on-the-Spot. He studied the Constitution as if it were a Racing Chart, and in a month was able to Rope, Throw and hog-tie the entire Club in Ninety-seven Seconds by the Clock.

Next he became the Watch-dog of the Treasury, with a Loud Bark. He held up Luncheon on Dogmatic technicalities. But he was a Sandow for the Social Session. He had a cute little Speech that he always Uncorked somewhere between the Dill Pickles and the Bananas. At its Finale, instead of the Rah-Rah Stuff, the Members made a Noise

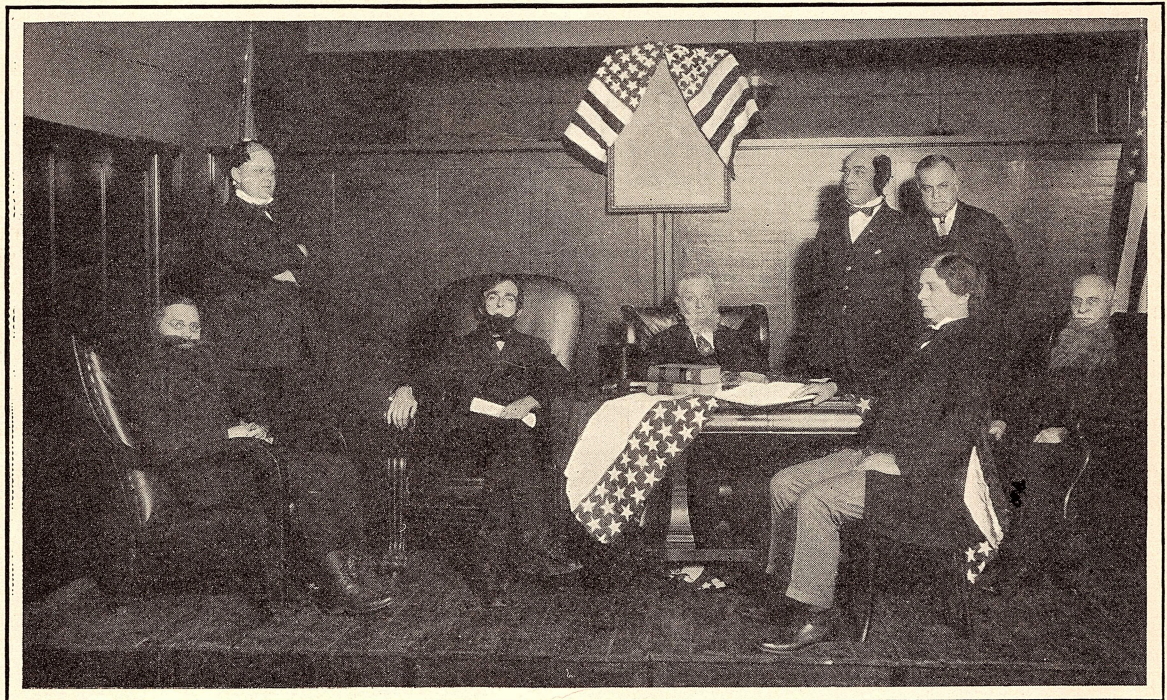
like a Squish. My, but wasn't he popular! And every Exchange Club has One.

The only License ever given him by the Club was a permit to play Santa Claus at the Christmas Tree Festivities. A Dog-Star was on the Job that Night. While leaning over a Candle the Pest Accidentally Ignited his False Whiskers, and the Children Applauded the Scenic Display so Rapturously that the

Brothers hated to Extinguish him. This tarrying on their Part caused the Pest to pass three Months in Bed, growing a new face.

Meanwhile, the Club wiggled along. Members again attended the Luncheon. Good-fellowship crept out of the Shadows and wagged its Tail. So the Doctor and the Undertaker are framing him. (Adieu).—*The Exchange Jr.*, Minneapolis, Minn.

In Remembrance of Lincoln



LINCOLN AND HIS CABINET—ALL EXCHANGITES

AS AN UNUSUAL celebration of Lincoln's birthday, the Exchange Club of Cincinnati, Ohio, gave a reproduction of a cabinet meeting of the great emancipator.

The tableau was arranged by Exchange Charles A. Norton and members of Lincoln's cabinet were impersonated by several Cincinnati Exchangites. It was used as a preface

to the introduction of James F. Stewart, speaker of the day, who told of a number of incidents in the career of Lincoln prior to and following his nomination. Lincoln was impersonated by William Pohlmeyer who handed to the speaker what was purported to be a copy of the Emancipation Proclamation.

Famous Publisher Praises Work of Exchange Club

AT THE MEETING of the Exchange Club of Los Angeles held on January 29, Cyrus H. K. Curtis, head of the Curtis Publishing Company was the principal speaker. The owners of all of the newspapers of Los Angeles or their direct personal representatives were present, including: Harry Chandler, owner of the *Times*; E. A. Dickson, owner of the *Express*; Dr. Frank Barham, owner of the *Herald*; H. B. Granlee, personal representative of Cornelius Vanderbilt, Jr., owner of the *Daily Illustrated News*, and Otheman Stevens, well-known writer of the Los Angeles *Examiner*.

Mr. Curtis was introduced as one of the leading publishers in our country. He opened his remarks with the statement that he had attended luncheons and meetings of many clubs but none as interesting as that of the Exchange Club. In his introductory remarks he stated that his attendance at the Los Angeles Exchange Club gave him a more comprehensive and broader understanding of the meaning of service. He had heard a good deal about Service Clubs but the true meaning of the word "Service" and the spirit of such organizations was particularly pointed and exemplified by the Los Angeles Exchange Club.

The speaker alluded to the *Saturday Evening Post* which was organized by Benjamin Franklin in 1728. Benjamin Franklin and David Hall were the proprietors for a long time, and the joint ownership was terminated when Mr. Franklin sold his interest to his partner. The periodical was first known as the *Pennsylvania Gazette* and it was not until some

years after that the name was changed owing to the fact that at that time there were six periodicals using the name *Gazette* published in Philadelphia. The grandson of Franklin's partner was then one of the proprietors. In 1897 Mr. Curtis entertained and nourished an inward desire to acquire the *Saturday Evening Post*. The opportunity presented itself when the owner informed him that the week's circulation would be 2,000 copies and asked Mr. Curtis what he would pay. Mr. Curtis, not expecting the offer to be accepted, said, "I will pay \$1,000" and to his amazement and astonishment the offer was accepted. From that time on Mr. Curtis built up the prestige of the *Post* until it now has a circulation of close to three million copies.

The *Post* has acquired the recognition of both men and women in professional and business circles, the articles appealing to the romantic, business, and scientific points of view.

Mr. Curtis' speech was filled with wit and humor which together with his personality made him a most interesting and entertaining guest. So enthused were the members of the Exchange Club that they elected him unanimously to the "Wise Crackers", the inner circle of the Los Angeles Exchange Club. The Wise Crackers sang the following refrain:

"How do you do, Mr. Curtis, how do you do?
How do you do, Mr. Curtis, how do you do?
Come right out here to this Coast,
And spend your profits from the *Post*,
How do you do, Mr. Curtis, how do you do?"

Jersey City Orphans See Jackie Coogan

More than four hundred and fifty orphans from ten different institutions were the guests of the Exchange Club of Jersey City at a special Saturday morning showing of Jackie Coogan's latest picture. The party was held with the cooperation of Jack Keale, manager of the State Theatre, who donated the playhouse for the occasion.

The State Theatre orchestra leader directed

the orphans in various songs. The show lasted for two hours. Each boy and girl was given a pound box of candy as a present from the Exchange Club.

Through the courtesy of Boulevard Commissioner Joseph B. Payton and the owners of the boulevard busses, thirteen of the big "Jitneys" were used to transport the crowd of children.

"Unity for Service"

CLUB HONOR ROLL

CLUB SPONSORING

Rock Island, Ill.
 Indianapolis, Ind.
 Galesburg, Ill.
 *Watertown, Tenn.
 Indianapolis, Ind.
 Monterey, Tenn.
 Freeport, L. I., N.Y.
 Trenton, N. J.
 North Hudson, N. J.
 *Highland Park, Mich.
 Niles, Mich.
 Lynbrook, L.I., N.Y.
 Modesto, Calif.
 Allentown, Pa.
 Bakersfield, Calif.
 *Watertown, Tenn.
 Galesburg, Ill.
 *Wallingford, Conn.
 Babylon, L.I., N.Y.
 Pontiac, Mich.
 Detroit, Mich.
 *Northville, Mich.
 *Miami, Fla.
 Freeport, L.I., N.Y.
 Nashville, Tenn.
 Galesburg, Ill.
 Bound Brook, N. J.
 Newman, Calif.
 Valley Stream, L.I., N. Y.
 Miami, Florida
 *Cortland, N. Y.
 Baldwin, L. I., N. Y.
 Galesburg, Ill.
 *Columbiana, Ala.
 Maricopa, Calif.
 Cincinnati, Ohio
 Denver, Colo.
 Lynbrook, L. I., N.Y.
 *Unadilla, Ga.
 Glendale, Calif.
 Peoria, Ill.
 Cedarhurst-Lawrence, L.I., N.Y.
 Macon, Ga.

NEW CLUB FORMED

Quincy, Ill.
 Bloomington, Ind.
 Knoxville, Ill.
 Hickman, Tenn.
 Lafayette, Ind.
 Algood, Tenn.
 Bellmore, N.Y.
 Bristol Pa.
 Cliffside Park, N. J.
 Hamtramck, Mich.
 Michigan City, Indiana
 Valley Stream, L.I., N. Y.
 Turlock, Calif.
 Emaus, Pa.
 Maricopa, Calif.
 Smithville, Tenn.
 Kewanee, Ill.
 Torrington, Conn.
 Lindenhurst, L.I., N. Y.
 Ortonville, Mich.
 West Detroit, Mich.
 Walled Lake, Mich.
 Ft. Lauderdale, Fla.
 Roosevelt, L.I., N. Y.
 Franklin, Ky.
 Avon, Ill.
 Somerville-Raritan, N. J.
 Los Banos, Calif.
 Far Rockaway, N. Y.
 Hollywood, Florida.
 Norwich, N. Y.
 Cedarhurst-Lawrence, L. I., N. Y.
 Macomb, Ill.
 Wilsonville, Ala.
 Taft, Calif.
 Norwood, Ohio
 Ft. Collins, Colo.
 Long Beach, N.Y.
 Rochelle, Ga.
 San Fernando, Calif.
 Springfield, Ill.
 Woodmere-Hewlett, N.Y.
 Savannah, Ga.

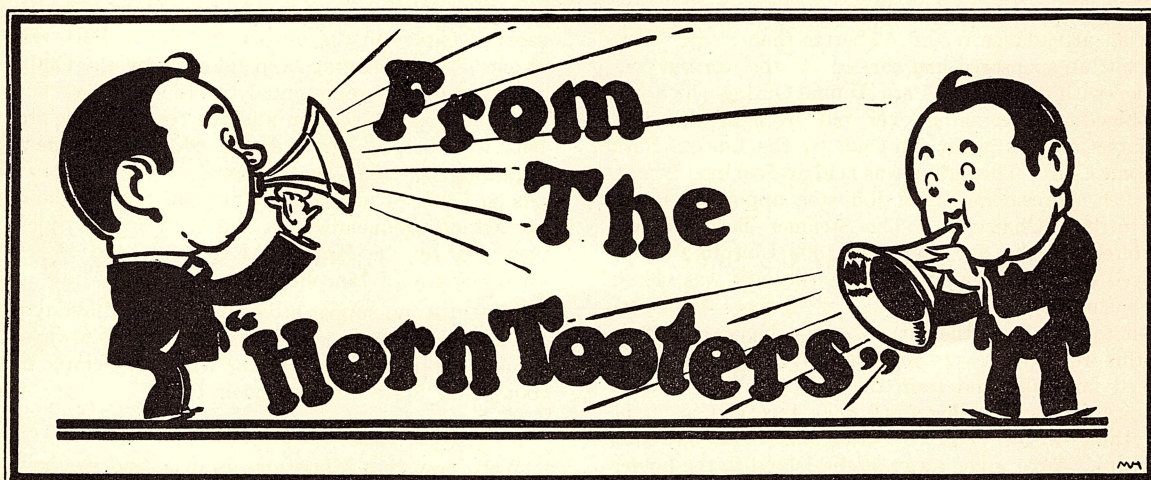
*Clubs formed without assistance from National Headquarters

"Unity for Service"

INDIVIDUAL HONOR ROLL

Two men from each Exchange Club are entitled to receive Service Award lapel buttons and a place on this Honor Roll when they have actually visited the city assigned to their Club for development and when a new Exchange Club has been formed. This is under the provisions of the Extension program as adopted by the National Convention.

- | | |
|---|---|
| S. R. Phillips, Macon, Ga. | Harry M. Mason, Jr. Freeport, L.I., N. Y. |
| Walter Clark, Macon, Ga. | Walter G. Rhodes, Freeport, L. I., N. Y. |
| Frank Branan, Macon, Ga. | C. Harold Olmstead, Nashville, Tenn. |
| Herbert Smart, Macon, Ga. | Prof. Chas. S. Pendleton, Nashville, Tenn. |
| Louis Pierre, Keene, N. H. | Rev. Thomas Rudden, Bound Brook, N. J. |
| Roger W. Goodnow, Keene, N. H. | W. Sargeant Nixon, Bound Brook, N. J. |
| Guy K. Jeffries, Indianapolis, Ind. | F. M. Grigsby, Galesburg, Ill. |
| W. M. Carter, Indianapolis, Ind. | Grant Townsend, Galesburg, Ill. |
| F. M. Grigsby, Galesburg, Ill. | Clinton D. Price, Newman, Calif. |
| G. W. Seltzer, Galesburg, Ill. | Joseph H. Kaufman, Newman, Calif. |
| Harry O. Jenner, Freeport, L. I., N.Y. | Wm. C. Clark, Detroit, Mich. |
| Hon. A. N. Johnson, Freeport, L. I., N.Y. | Wm. K. Perkins, Detroit, Mich. |
| Walter E. Sanders, Trenton, N. J. | George M. Bode, Baldwin, L.I., N.Y. |
| Stilwell B. Waters, Trenton, N. J. | Judge L. B. Riddle, Columbiana, Ala. |
| Otto Sternkopf, North Hudson, N. J. | Paul O. Luck, Columbiana, Ala. |
| Will Leeger, North Hudson, N. J. | Morse E. Ames, Cortland, N. Y. |
| W. J. Scott, Watertown, Tenn. | Chas. P. Reniff, Cortland, N. Y. |
| L. C. Tracy, Watertown, Tenn. | Ralph D. Lucas, Galesburg, Ill. |
| Geo. I. Altenburg, Highland Park, Mich. | Harry E. Wood, Indianapolis, Ind. |
| Clarence J. Reid, Highland Park, Mich. | William E. Osborne, Indianapolis, Ind. |
| Fred D. Cook, Niles, Mich. | Judge J. D. Heagerty, Maricopa, Calif. |
| Samuel M. Mayer, Lynbrook, L.I., N. Y. | Ernest E. Ballagh, Maricopa, Calif. |
| Joseph F. Felton, Lynbrook, L.I., N. Y. | Wilbur L. Cottom, Cincinnati, Ohio |
| Herbert Ramont, Modesto, Calif. | Lewis A. Davison, Cincinnati, Ohio |
| Arthur J. Carlson, Modesto, Calif. | Sanford A. Davison, Lynbrook, L.I., N.Y. |
| Ashton Smith, Allentown, Pa. | Dr. Frank Entwistle, Lynbrook, L.I., N.Y. |
| Henry Snyder, Allentown, Pa. | E. H. Conner, Unadilla, Ga. |
| H. P. David, Watertown, Tenn. | Robert Collins, Unadilla, Ga. |
| J. M. Patterson, Watertown, Tenn. | Theo. B. Durfee, Peoria, Ill. |
| Ralph G. Roadstrum, Galesburg, Ill. | Carl Griesser Peoria, Ill. |
| E. M. Velander, Galesburg, Ill. | Dr. Hugh I. DeGroot, Cedarhurst, L.I., N.Y. |
| Harvey Weinschenk, Babylon, L.I., N. Y. | L. Burton Jackson, Cedarhurst, L.I., N.Y. |
| Robert N. Overton, Babylon, L.I., N. Y. | A. L. Burnet, Macon, Ga. |
| Fred Gribble, Bakersfield, Calif. | Eber E. Kessler, Jamaica, N.Y. |
| Paul Derkum, Bakersfield, Calif. | Lester G. Chapin, Jamaica, N.Y. |
| J. A. Jacobs, Miami, Florida. | Alfred E. Keithley, Denver, Colo. |
| Percy V. Wright, Miami, Florida. | Sid Martin, Denver, Colo. |
| J. E. Horak, Pontiac, Mich. | Robt. R. Brown, Northville, Mich. |
| Newton S. Dempsey, Pontiac, Mich. | Nelson C. Schrader, Northville, Mich. |
| Edmund A. Merriam, Wallingford, Conn. | Wm. Baker, Glendale, Calif. |
| R. D. W. Vroom, Wallingford, Conn. | Harry P. Heins, Glendale, Calif. |



McMINNVILLE, TENN.

Exchangites and their ladies numbering nearly eighty, attended the recent Charter meeting and banquet of the Exchange Club of McMinnville. Hon. Ernest N. Haston of Nashville, Secretary of State of Tennessee, made the Charter presentation in a very forceful address. Alfred T. Levine of the Nashville Club also addressed the meeting. Presidents of the Commercial and Rotary Clubs were in attendance and pledged the cooperation of their organizations. The meeting was presided over by Dr. J. P. Bostick, President of the local Club. The address of welcome was delivered by Mayor J. Floyd Johnson. Attorney C. E. Haston is Secretary of the Exchange Club of McMinnville and reports that his organization is making excellent progress.

LOS ANGELES, CALIF.

Under the direction of President Edwin J. Lester, the Exchange Club of Los Angeles is making an unusual record of accomplishment. In the matter of civic activities, character of membership and type of programs the Los Angeles Exchange Club is one of the leaders among the organizations of the city. The Exchange Club members were recently guests of the Los Angeles Cooperative Club at a monster program at which Red Grange and the two competing football teams, the Los Angeles All Stars and the Chicago Bears, were honored. On February 19 the Exchange Club acted as host to the Lions' Club and helped to celebrate the Lions' anniversary. The Exchange Club has an extremely strong group of committees, all of which function effectively.

LONG BEACH, CALIF.

Perhaps few of the service clubs of the country have had opportunity to be the representative hosts of as distinguished a citizen as the Long Beach Exchange Club when they had as their guest and speaker, February 15, Cyrus H. K. Curtis, head of the Curtis Publishing Company of Philadelphia.

Not only the members of the Exchange Club, but representatives of the other service clubs to the number of over 300 were in attendance at the meeting.

Mr. Curtis told the story of The Saturday Evening Post, and it was a thrilling story as he related how a magazine started by Benjamin Franklin in 1728, had a desultory existence until 1897, when Mr. Curtis purchased the magazine for \$1000.00. Since that time it has grown both in fame and circulation, a recent week's circulation being 2,867,000 with orders for 50,000 additional copies being rejected.

Mr. Curtis bore special testimony to the ability of Mr. George Lorimer, the editor of The Saturday Evening Post.

LINCOLN PARK, MICH.

The rapid growth of the city of Lincoln Park, Michigan, from a village of 200 people in 1921, to a city of over 10,000 in 1925, created an opinion among the business men that a real live red-blooded business men's organization was badly needed; an organization that would bring both merchants and professional men in closer harmony with each others' activities and ideals. Clyde Johnston and Lu Duhring invited all the business men of the city to attend a meeting at their place of business in March, at which time representatives of the River Rouge Exchange Club told of the activities and purpose of the Exchange Club. The Exchange idea took root immediately and a meeting was called for the following week to organize and elect officers. At this meeting Clyde Johnston was elected President, Henry Neuman, Vice-president, Lu Duhring, second Vice-president, Ernest Suchland, Secretary and Tom Smith Treasurer. Several weeks later Ernest Suchland was appointed Horn Tooter and George Woodworth took over the office of Secretary. The term of office ran until July 1, at which time Floyd W. Harrison was elected president, Al Tews, Vice-president, Leon Roberts, Secretary and Tom Smith, Treasurer. The Club has grown from a membership of 11 to 35. The National Exchange Club granted the Lincoln Park Club a Charter which was presented by W. J. McKone of Jackson the 15th of October. By-laws adopted carry the double classification clause permitting of taking into membership two representatives of each line of business or pro-

fession. Rigid adherence to the by-laws is undoubtedly one of the reasons for the success of the Club, there having been an attendance record of better than 90 per cent.

The Club sponsored and carried out the work in connection with the Lincoln Park Annual Outing which was the biggest undertaking ever put over in the city. Valuable aid was given the Club by the Lincoln Park Masonic Club. The outing was held at Tashmoo Island, July 9th. President Clyde Johnston appointed Floyd W. Harrison, Chairman. The Steamer Tashmoo was chartered for the day and over 1300 Lincoln Parkers enjoyed the day. Every store in the city was closed and business was at a standstill for the day. Transportation to and from the boat was the biggest problem but this worked out very satisfactorily. All committees worked faithfully and from the time the first car left the city in the morning until they returned at night everything worked out to perfection. The day was beautiful. A car given away at the Island to the holder of the lucky number created the greatest interest. Baseball games between the Exchange Club and the Masonic Club and the City of Lincoln Park Team and the Dodgers took up the greater part of the afternoon. Candy, popcorn, pop and ice cream was distributed to the kiddies. Prizes were awarded the winners in the races and sport events. Taken all in all it was a success from start to finish.

Just prior to the National Convention at Detroit the Lincoln Park Club erected permanent "Exchange Welcome Signs" at the entrance of all main roads leading into the city. An Exchangite passing through Lincoln Park is always assured of a warm welcome.

The Club also sponsored and carried out the collection of funds for the Community Fund this year. The Detroit Community Fund is the medium through which all benevolent organization activities are financed, in Detroit. This year the Detroit Community Fund extended an invitation to Lincoln Park to come in. The idea was discussed by the Exchange Club and favorably passed on. The city was laid out in districts and members assigned to each section to raise a certain quota. Over \$885.00 was raised in three days. Maurice Levy was appointed chairman of the drive by President Floyd Harrison. A Baby Clinic is to be established immediately and Red Cross work is being extended in the city. A social worker has been procured by the city who is working in conjunction with the Red Cross and the City Welfare Department.

The Club sponsored and guaranteed funds for a Lincoln Park Community Christmas Tree which was erected in the center of the city. Chairman Art Zirkolosis made every effort to see that every child in Lincoln Park received a gift from Santa Claus, and that needy families were supplied with a Christmas basket. Fraternal, civic and church organizations were invited to help in making this Christmas a memorable one for the people of Lincoln Park. Members of the Exchange Club sold newspapers December 11th, receipts of which went toward financing the Community Tree. The Lincoln Park Westward, Lincoln Park News and the Down River News furnished special Christmas

numbers for this day. Locations were assigned all members who reported to the Chairman. The largest sales of papers in the history of Lincoln Park resulted in over \$150.00 having been taken in by the Club.

Two delegates represented the Lincoln Park Club at the National Convention and the reports they brought back have helped a great deal in educating the members regarding the work and purpose of the National Exchange Club. The Slogan "Unity for Service" has been carried out by members of the Club in the spirit encouraged by the National Exchange, and in a way characteristic of Lincoln Park.

Meetings and supper are held every Wednesday evening at 6 p.m. sharp. Visiting members are always welcome. Supper is served in the Masonic Temple dining room, 1427 State Street, Lincoln Park.

LOUISVILLE, KY.

Well, now that Christmas is over and we have recovered sufficiently to take stock of our situation, some of us find ourselves truer Ex-Change-ites than we anticipated. Christmas funds and firm resolutions to keep our expenditures within bounds and budgets to the contrary notwithstanding, the "day after" usually finds us with a feeling that our hearts have been bigger than our pocketbooks, and that is as it should be. Otherwise there would be no real Christmas.

Speaking of Christmas, those who participated in the annual distribution of basket dinners, on Christmas morning, to the so-called "needy poor" or what may be better described as "needier poor", got all the best of it, in our opinion. About ninety baskets were distributed by the Exchange Club of Louisville, and those who did not participate in the distribution missed the biggest "kick" to be gotten out of the Christmas season, that of giving to those who are more in need than we are. It starts the day right, helps one to appreciate his own home and enjoy his Christmas dinner as nothing else will.

One of the outstanding events with the Louisville Exchange Club during December, was the talk given the Club during the week of the convention of the American Medical Association, by Dr. W. D. Haggard, of Nashville, Tenn., former President of the Nashville Exchange Club, present member of the Board of Control of the National Exchange Club, and last if not least, President of the American Medical Association of something like 90,000 members. We congratulate the Nashville Club on having such a man on its membership roll. Dr. Haggard talked to us on the subject, "By Their Health Ye Shall Know Them", and he handled his subject to the delight and benefit of all the members present. It was interesting to note from his remarks the wonderful progress made in medical and surgical science in the past hundred years, and particularly that some of the greatest of the earlier strides, especially in major surgery, were made right here in our own states of Kentucky and Tennessee. It seems that in those days the man who performed an operation was in about as much danger as the patient. Dr. Haggard thoroughly impressed upon those present the importance of thorough

and persistent attention to the physical health, and his message could not help but reach the mark with all of his hearers.

We note that our genial and well-beloved National President Hon. Thomas L. Bailey, is occasionally taking one eye off the antics of the Mississippi Legislature long enough to interest himself in the doings of more or less obscure, if any, Exchange Clubs in remote parts of the country, but thus far he hasn't mentioned anything about Louisville, Kentucky. Perhaps, however, by this time he has had his attention called to the fact that the recent unofficial "official" census taken of Louisville gives us exactly 305,935 people, an increase of something like 71,000 in the last five years, or nearly 25%. Of course, the Exchange Club started in business in Louisville about five years ago, so perhaps the result should not be surprising, but we give notice that we will be on the job for the next five years too, so that by 1930 these towns like Chicago, Detroit, Cleveland, etc., better watch out. Incidentally, we beg to remind our Hon. National President that Louisville is officially the "Gateway to the South", which means FROM the South as well, and naturally those who pass or repass without passing through Louisville must be considered as not having passed officially at all. We know that Brother Bailey in his travels must frequently enter territory contiguous to or under our jurisdiction, and we earnestly hope that through this more or less brief re-

minder he may be induced to become our guest at an early date.

On January 21st the Exchange Club entertained the ladies and other guests, and the event was an outstanding success. No serious business was discussed and no set speeches made, the "Louisville Loons" furnishing the program of songs and music.

During the convention and exhibit of the National Cannery Association held in Louisville the week of January 25th, the Exchange Club put on in place of its regular luncheon, a meal consisting entirely of canned foods, the flowers on the speaker's table even being "canned". The idea was not only novel, but the luncheon was really very attractive and appetizing, thanks to the ingenuity of our host, Otto Seelbach. The principal speakers were Samuel G. Gorsline, representing a large canning machinery concern, of Chicago, and Roy F. Clark, Beaver Dam, Wisconsin, former president of the National Cannery Association.

The Club, at the time of writing, is absorbed in the work of soliciting contributions to the annual Community Chest Fund. The amount to be raised this year is over \$720,000.00, and there is every prospect of its being oversubscribed. E. D. Wood is chairman of the Exchange Club Team, and he is receiving the support of President Muir and other members of the Club in such a way as to insure a creditable showing on the part of the Club team.



EXCHANGITE J. FRED MAYER, of *Sturgis, Mich.*

A Loyal Exchangite

The Sturgis, Michigan, Club presents J. Fred Mayer, whose common or garden name is just plain "Fred", as its candidate for the title of the most loyal Exchangite.

Fred has been a member of the Sturgis Club for more than five years, and has never missed a meeting in that time. Can any other Exchangite beat that record?

In addition to being a charter member of the Club, he has served as president, secretary, and a member of the board of control. He is usually working on a committee of one sort or another.

Fred is just as active outside the Club. He is advertising and business manager of the *Sturgis Daily Journal*, and is also secretary of the Sturgis Chamber of Commerce. In his spare time he serves as a trustee of the Presbyterian church, and as a member of the troop committee of the Boy Scout troop the Sturgis Club sponsors.

Property of
Metuchen Exchange Club

A. Conrad Ekholm,
c/o Natl. Exhibitors Million,
Dollar Pier,
Atlantic City, N. J.